

ABSTRAK

Abstract - Consumer Satisfaction has always been one of the factors for people to (Re)Purchase products. However recent studies showed that loyalty also play apart in decision making to (Re)Purchase Product. Loyalty in this study will include 2 distinct construct (behavioral and attitudinal loyalty). Therefore this study will investigate the relation between satisfaction and loyalty towards (Re)purchase in Jakarta's market. This study will help companies to develop a stronger and more optimal marketing strategy.

Method – Questionnaires were distributed via offline (malls, campus, and streets and work place). Furthermore using Cronbach's Alpha and Confirmatory Factor Analysis used to check the reliability and validity of the questionnaire. Cross Tabulation, Simple Linear Regression, Multiple Regression and Independent Sample T-Test to test the relationship among variables.

Results – Findings obtained from 75 respondents who favors Pocari Sweat and 75 Respondents who favors Mizone shows that Meet expectation does not have a significant impact towards loyalty, on the other hand Affective feeling plays an important role in consumers' loyalty and there is also a positive correlation between attitudinal, behavioral loyalty and (re) purchasing intention.

Conclusion – Affective feelings plays an important role in consumers loyalty towards the product and the relationship between loyalty and (re) purchasing intention is very strong. Therefore, companies should focus their intention to satisfy the consumers emotionally instead of meeting their expectation. There are several managerial implications that could be improve the performance of isotonic drinks company to be more competitive.

Keywords – Isotonic Drinks, Consumer Behavior, Light Beverages, Attitudinal Loyalty, Behavioral Loyalty, Meet Expectation, Affective Feeling